



Energy and Environmental Affairs

EEA Home > State Officials Celebrate Massachusetts Day at Big E

CHARLIE BAKER
GOVERNOR

For Immediate Release - September 21, 2017

KARYN POLITO
LIEUTENANT GOVERNOR

MATTHEW A. BEATON
SECRETARY

Media Contact

Katie Gronendyke
Katie.gronendyke@state.ma.us

State Officials Celebrate Massachusetts Day at Big E

Massachusetts Building Highlights Agricultural Businesses across State

WEST SPRINGFIELD – Today, Energy and Environmental Affairs Secretary Matthew Beaton, Massachusetts Department of Agricultural Resources (MDAR) Commissioner John Lebeaux and other state officials attended Massachusetts Day at the Big E to highlight support for the economic development of Massachusetts agriculture. The officials kicked off the day with a speaking program on the lawn of the Massachusetts Building.

"The Big E is a perfect opportunity for fairgoers to learn about the many diverse businesses here in Massachusetts producing high-quality local products," **said Governor Charlie Baker**. "Our administration is dedicated to supporting and promoting Massachusetts' vibrant agricultural industry, and we encourage all residents to visit the Big E and buy local, whether from the Massachusetts Building or your local farmers' market."

"Massachusetts Day is an opportunity to celebrate Massachusetts farms and our focus on selling fresh food products to people across the Commonwealth," **said Lieutenant Governor Polito**. "The Big E is a great tradition and an opportunity for fairgoers and consumers to support and learn about Massachusetts businesses."

The Massachusetts State Exposition Building is one of six original statehouse replicas representing each of the New England States that are located on the Eastern States Exposition fairgrounds' "Avenue of States." During the Big E, the Massachusetts building showcases the finest in Massachusetts agriculture, culture, commerce, and tourism through informational, educational, promotional and retail exhibits. Last year, the Big E attracted over 1.4 million visitors.

"We are proud to be a part of Massachusetts Day at the Big E to show our support for the Massachusetts agricultural industry and this exciting local fair that's been held for over 100 years," **said Energy and Environmental Affairs Secretary Matthew Beaton**. "The Big E is a great opportunity for Massachusetts' agricultural businesses to gain exposure and market their locally grown and made products."

Visitors to the Massachusetts building can enjoy exploring the offerings of the many agricultural commodity groups and commercial vendors set up to sell and promote Massachusetts products, like maple syrup, Finnish pancakes, bread pudding, honey, dairy products, fruit, wine, lobster rolls, chili and variety of baked goods. Massachusetts small businesses also sell a variety of locally made goods such as braided rugs, hand crafted candles, soaps, chocolate and jewelry.

"Each year the Massachusetts State Exposition Building highlights the wide array of products and services that Massachusetts has to offer," **said MDAR Commissioner John Lebeaux**. "I encourage all fairgoers to visit the Massachusetts Building to support local businesses and learn something new about the state."

The presence of the Massachusetts State Exposition Building at The Big E Fair and the thousands of visitors that it attracts are important to the Massachusetts economy. According to the MA Office of Travel and Tourism, tourism in the state generates \$1.2 billion in state and local taxes and \$19.5 billion in travel related expenditures, supporting 132,000 in-state jobs. This year the Massachusetts State Exposition Building will provide space for over 30 local businesses, state agencies, and agriculture associations to promote their products and engage visitors in what makes Massachusetts a destination state to visit.

"Visitors to The Big E can expect a genuine Bay State welcome at the Massachusetts Building, which showcases our most iconic destinations and businesses," **said Francois-Laurent Nivaud, Executive Director of the Massachusetts Office of Travel & Tourism (MOTT)**. "MOTT is proud to be part of this New England tradition and our staff will be on site to share their knowledge about vacation destinations, itineraries and travel offers to make your visit to Massachusetts unforgettable."

This year in the Massachusetts State Exposition building is a Dr. Seuss-themed installation to celebrate the recent opening of the "Amazing World of Dr. Seuss Museum" at the Springfield Museums. The installation will showcase the whimsical worlds and characters from the many Dr. Seuss books enjoyed by multiple generations. There will also be historical information on the creator of the books, Theodore Seuss Geisel, and how his childhood in Springfield, MA influenced the imagery and themes of his popular books.

"It is an honor to be featured in the Massachusetts Building," **said Springfield Museums President Kay Simpson**. "We are excited to represent one of the many reasons Massachusetts is a great place to be."

